

for word

13 October 1955

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MEMORANDUM FOR:

[REDACTED]
**Executive Officer
Operations Coordinating Board**

SUBJECT:

Technical Effectiveness of U. S. Broadcasting

I am sending you herewith 20 copies of a progress report prepared in this Agency dealing with the matter of the technical effectiveness of U. S. international broadcasting. There is also attached a memorandum addressed to you by Dr. Herbert Scoville, Jr., Assistant Director of this Agency.

You will note that the report covers both U. S. Government broadcasting, specifically the VOA, and certain broadcasting carried on by private American organizations, i. e., Radio Free Europe and Radio Liberation. In distributing this report, it might be well to point out to the recipients the distinction between these media.

The enclosed memorandum from Dr. Scoville refers to certain cautions which must be observed in using the figures in the report. A copy of Dr. Scoville's letter is attached to the copies of the report for circulation.

As is stated in the attached papers, monthly reports have been distributed on the work done by this Agency on this subject. Paragraph five of Dr. Scoville's memorandum offers to make annual general reports if the Board feels such reporting is desirable and would like to have suggestions as to the nature of such future reports. It is suggested that the views of the interested agencies and departments be obtained through the TPIB, which can then make a coordinated recommendation to the Board.

Attachments:

Memo for Exec. Off., OCB from
Dr. Scoville, O/SI, 3 Oct. 55;

subj: First Progress Rept to [REDACTED]

Operations Coordinating Board

OCB by Broadcast Eval. Section

Assistant

20 copies "First Progress Report to OCB" from Off. of Scien. Intel. dated 1 Sep

Approved For Release 2001/07/28 : CIA-RDP78-01634R000300070048-0
Attachments (20)

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*dated 3 Oct. '55; subj: First Progress Report to OCB by The
Broadcast Evaluation Section*